The Marketing Totem Pole
How to Build Your Online Presence From the Ground Up

ASCRS-ASOA 2017 – Los Angeles
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The Marketing Totem Pole
• One step at a time, but has to be the right step
• Starts with the base of the pillar, not the top
• More money, more problems – spend it wisely to grow the right way
• Right time, right place, right budget

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• Step 1 – A Website That Converts
  • Not just a website, but one that CONVERTS
  • What’s your conversion rate?
  • Simple contact form and trust signals
  • If you aren’t at 2% then you’re doing it wrong
  • May require sweeping changes or minor tweaks
  • Ranges from $2000 to $100k or more, depending on bells and whistles 😊
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• Step 2 – Search Engine Optimization (SEO)
  • No substitute for the work or the experts, ignore the nay-sayers
  • Link building, dynamic content, written content optimization – just some of the pieces
  • Don’t worry too much about how the sausage is made – focus on results
  • White-hat tactics only – beware the “over-promisers”
  • Every market is unique
  • Smaller markets - $750-$2k/month. Larger markets - $2k-10k/month or more. A must-have, no matter what, like any utility

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• Step 3A – Ratings and Reviews
  • Simple way to set yourself apart
  • Easy to implement
  • Saves your staff hours of follow-up
  • What looks better? 3 5-star reviews or 25 reviews with a 4.8-star average?
  • More reviews = more trust
  • Typically costs $300-5,000/month – well worth the investment

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• Step 3B – Live Chat
  • Almost 60% of visitors want the option
  • Look for well-educated, English speaking, cheap = bad
  • Don’t pay per lead
  • 2% is the standard for conversion, chat can increase by up to an extra 1.5%
  • Do the math
    • 1000 visitors @ 2% = 20 conversions/month
    • 1000 visitors @ just 2.5% = 25 conversions/month
    • 60 extra leads per year!!!
  • Based on visitor count, but usually $250-$3000/month
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• Step 4 – Google AdWords/Social Media Ads (Pay Per Click)
  • Can be great for a “pop” but there’s a reason it’s #4
  • Start small and reinvest
  • A/B testing is top priority – drill down to what works
  • Special or no special?  Time of year is key to choosing topic procedure
  • Like rubbing 2 sticks together – get the fire going then add more fuel
  • For social, $200-500/month is sufficient, for AdWords, $500-$35k/month or more.  Important to start small and gradually increase.

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• Step 5 – Proper and Excellent Social Media
  • Facebook, Instagram, Twitter, Snapchat, LinkedIn, etc. – they can all be monetized
  • Everyone offers it, most don’t “get” it
  • Don’t pay for followers or likes
  • What is your avatar?  Your feed should have a pulse.
  • Check our feeds and see the difference – follow us @seoversite and @yellowtelescope
  • $1000-$2000/month gets the job done right

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• Step 6 – everything else, mostly not worth the headache
  • There will always be knocks at the door with the “latest breakthrough” – save your money
  • LITE Plus and Turnkey clients already know – can use us as a sounding board
  • Follow the steps and profit – no skipping steps! ☺
In Summary

- The entire totem pole falls down if you don’t establish the right foundation
- Avoid being top heavy
- Be patient and add each level deliberately
- Consistently analyze your performance
- Conscientiously reinvest
- If you’re not sure, ask for help

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